



**20
25** | **COMPANY
OF THE YEAR**
Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
LATIN AMERICAN DATA CENTER
INFRASTRUCTURE FOR AI AND HPC INDUSTRY*

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Vertiv excels in many of the criteria in the data center infrastructure for AI and HPC space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Vertiv Liquid Cooling Services for Artificial Intelligence (AI) and High-Performance Computing (HPC) Applications

AI workloads are driving a significant increase in data center densities, with 30 kW racks now becoming

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– Carina Gonçalves
Industry Principal

the standard and some reaching up to 120 kW or more. US-based Vertiv leads the Latin American data center infrastructure for AI HPC with its groundbreaking, customer-centric offerings that meet the requirements of higher-density deployments. The company offers critical digital infrastructure solutions, including thermal management technologies such as heat exchangers, designed explicitly for hyperscale data centers.

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covers everything from installation and commissioning services to spare parts availability, end-to-end lifecycle support, fluid management services, and preventive and emergency support.

Vertiv provides unmatched expert support backed by more than 240 service centers globally, over 3,500 field engineers, and more than 190 technical response specialists. Frost & Sullivan acknowledges that Vertiv’s global business infrastructure adds immense value to its brand image and underscores the exclusivity of its offerings. With a solid regional and international presence, the company efficiently delivers local market-centered, global quality solutions and quickly meets customer needs.

Strategic Local Contracts and Hyperdense Deployments

Latin America’s data hubs are rapidly evolving to meet the demands of AI and HPC, and energy-efficiency is at the center of this transformation. New campuses are being designed with high-density workloads in

“In 2023, Vertiv signed one of the most significant agreements with Scala Data Centers in Latin America to supply thermal management solutions. The 3-year strategic contract was not just for the purchase of equipment but rather a customized project carried out jointly with Vertiv and Scala’s engineering, research and development, assembly line, and product testing professionals in Vertiv’s manufacturing plants in Italy and Slovakia. Part of the deal includes a fully dedicated Vertiv customer service manager for Scala, which facilitates new strategic partnerships.”

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mind, incorporating liquid cooling and modular power blocks to handle the extreme energy and thermal requirements of graphics processing unit (GPU) clusters, while improving efficiency metrics such as power usage effectiveness (PUE) and water use efficiency (WUE). In 2023, Vertiv signed one of the most significant agreements with Scala Data Centers in Latin America to supply thermal management solutions. The 3-year strategic contract was not just for the purchase of equipment but rather a customized project carried out jointly with Vertiv and Scala’s engineering, research and development, assembly line, and product testing professionals in Vertiv’s manufacturing plants in Italy and Slovakia. Part of the deal includes a fully dedicated Vertiv customer service manager for Scala, which facilitates new strategic partnerships. Other competitors that lack a long-standing relationship

between their engineering teams and vendors will face more difficulty in establishing a strategic partnership to provide the delivery of advanced cooling solutions in the future.

The contract includes 364 fan-coil computer room air-handling (CRAH) units and 58 chillers in the first phase of the project, with an estimated 130 MW of cooling capacity across 6 sites, approximately 93 MW in Brazil and 38 MW in Chile. Vertiv also offers a backup cooling unit for each primary unit, which is key to enabling business continuity. In addition, the company has taken responsibility for managing spare parts and equipment inventory at Scala’s campuses, reducing response time for customer service requests.

Vertiv is also collaborating with Elea Data Centers to pioneer liquid-cooling systems to support high-density AI applications, with racks that can go well beyond 100 kW in density. Initially, the company plans to invest \$300 million in AI-ready data centers in Brazil. Vertiv will provide hundreds of cooling distribution units (CDUs) to support this effort. Directors, experts in operation, design, site architecture, networking,

and construction of Elea Data Centers, received liquid cooling training at the Vertiv Academy and customer experience center in the United States.

Frost & Sullivan believes the company is well-positioned to drive the Latin American data center infrastructure for AI and HPC into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Vertiv Academy Latin America and Integrated Business Services Hub

By localizing AI and HPC infrastructure in Latin America, data center providers can reduce latency, lower cross-border bandwidth costs, and address compliance requirements under regional data protection frameworks. The region can shift from being a consumer of offshore compute to becoming a regional hub for AI deployments, including the development of AI factories that require specialized knowledge and resilient digital infrastructure. In 2024, Vertiv launched Vertiv Academy Latin America, a training center for data center professionals, to accelerate the adoption of liquid cooling and superior design standards, providing low latency and resilience. Located in Brazil and Mexico, with plans to expand throughout Latin America, it is a secure and educational environment that replicates the operating conditions of a data center, with more than ten simulators of Vertiv thermal management solutions. The Vertiv Academy Latin America is intended for the end users of Vertiv's solutions, its channel partners, and the internal service team, that is, its customer service engineers. Professionals can also use augmented reality (AR) and smart glasses to receive 3D images of equipment and projects, a key asset. The training courses are conducted in Portuguese, Spanish, and English by specialists with an average of 10 years of experience in critical infrastructure. Vertiv™ Smart Solutions (prefabricated modular solutions), the Vertiv™ Environet™ Alert monitoring platform, and Vertiv's thermal and power management systems are key solutions available in the center.

In 2025, Vertiv also launched an integrated business services hub in Colombia to strengthen its operations in Latin America. With 8 years of presence in the country, the hub now supports 47 workstations to drive data center services across the region. In the last year, the organization reinforced its regional footprint through the inauguration of new offices in Chile and Peru, countries where Vertiv already had an established presence, as well as the creation of a services center in Querétaro, Mexico, aimed at providing faster and more direct support to customers in these high-growth markets. With these recent best-practice implementations, Vertiv achieves consistent, scalable success in Latin America.

Hybrid Design for Hyperscale Data Centers

As a prominent provider of critical digital infrastructure, Vertiv connects and protects customers' networks with core-to-edge solutions. Capitalizing on more than 7 decades of remarkable history and expertise, Vertiv serves various sectors, including broadcast and entertainment, education, government, healthcare, finance, mining, manufacturing, automotive, food and beverage, semiconductor and electronics, railway, retail, and telecommunication. Its customer base incorporates prominent organizations, such as Alibaba, Alstom, America Movil, AT&T, China Mobile, Equinix, Ericsson, Reliance, Siemens, Telefonica, Tencent, Verizon, and Vodafone. The ability to deliver excellent capabilities to a diverse and significant customer base highlights the versatility and excellence of Vertiv's business infrastructure, accentuating complete customer satisfaction at every level.

Vertiv understands that every project is unique, and sometimes it can be intimidating for customers to select, set up, and configure a new product on their own. Hence, its customers can seek its specialists' expertise to customize solutions according to their requirements. The company delivers pre-made but highly configurable solutions with high value and low risk. Through regular communication, Vertiv identifies clients' pain points and uses the insights to create new and enhanced products. This approach allows the company to incorporate user feedback into its product roadmap, portraying an outstanding customer purchase experience.

Vertiv's hybrid design for hyperscale data centers is a perfect testament to its technology expertise and innovation capabilities. The company has developed a hybrid portfolio by creating prefabricated components (such as power modules, cooling modules, IT modules, and hydro modules). These hybrid components/modules act as building blocks that enable rapid construction of multimegawatt hyperscale data centers while maintaining the integrity of an actual modular deployment and retaining all the inherent benefits and advantages of a traditional, smaller-scale modular deployment. Addressing client requirements galvanizes short- and long-term growth for Vertiv.

RASCI Matrix and Building Information Modeling (BIM) for Enhanced Customer Service

It is noteworthy that Vertiv's global reach and exposure empower it to serve its international customers at the same level, with the same quality, irrespective of the project's location. On the other hand, its specialized engineering team, based in Europe, has global responsibilities. This provides a wealth of exposure and unique opportunities to understand its global customers' local needs better and incorporate best practices and new learnings from regional projects across the globe. This is ultimately translated into adding more value to the customer. The above aspects are complemented by Vertiv's leading service quality, which is truly end-to-end and holistic. By being a trusted partner for numerous data center providers across the globe, Vertiv has a unique advantage of gaining insights and visibility on the 3-to-5-year project pipeline of these operators. This offers the company the ability to be prepared and to develop and customize products, especially for AI and HPC cooling, to match the specific requirements of these operators.

Vertiv's ability to manage on-time project delivery is a unique value proposition that goes beyond traditional value drivers. The company achieves this by following strict discipline and implementing best practice measures and robust processes in all stages of the project, from pre-sales, project qualification, project quoting, and design engineering to project delivery. At the heart of this highly efficient process is responsible, accountable, supporting, consulted, and informed (RASCI) matrix that clearly maps and defines the entire project process from end to end. Moreover, Vertiv, as a global leader in critical infrastructure solutions, further enhances its ability to accurately deliver a project on schedule. This allows it to have complete coordination between the factories and ultimately clear visibility on planning.

Vertiv's Responsible Business) Approach

With an environmentally and socially-responsible approach, Vertiv addresses the world's growing demand for data and critical digital infrastructure that supports it while helping to address the environmental effects of this infrastructure. The company recognizes that data centers, cellular sites, and other elements

of the global digital backbone require and consume energy and consequently produce heat. Its experts worldwide work together, engineering technology to deal with these challenges.

Vertiv designs, deploys, and services critical digital infrastructures that run more effectively while consuming less water and energy. It also emphasizes reducing its facilities' water, energy, emissions, and waste footprints and entering partnerships to augment its responsible business practices. Vertiv integrates 5 principles into its development and delivery of its offerings: high efficiency, high reliability, low impact, low touch, and circular economy. It produces critical infrastructure power, cooling, and management products, enabling users to condense their space, water, and energy consumption. The company also works with customers on data center designs and system architectures to match their efficiency and environmental responsibility goals, from facilities with alternative energy and efficient design to hybrid cooling implementations like evaporative (water-based) and dry (air-based) cooling, or air and liquid cooling. Further, Vertiv participates in various industry and government initiatives to help reduce energy consumption and test and certify products. The accessibility of engineering and support staff locally represents Vertiv's engagement to an outstanding customer ownership experience in Latin America.

Conclusion

Vertiv aligns its cutting-edge critical digital infrastructure solutions to match the business strategy of its customers, allowing it to grow along with its customers in a fast-paced and high-growth data center market. By launching its liquid cooling portfolio designed for AI and HPC, with seamless integration with IT equipment and complementary infrastructure, Vertiv's portfolio became the most comprehensive in Latin America. Its value proposition is enhanced by proactive digital maintenance, which also improves customer experience.

With its strong overall performance, Vertiv earns Frost & Sullivan's 2025 Latin American Company of the Year Recognition in the data center infrastructure for AI and HPC industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

